

HAD IT 'SOFT' HAULING CARS OUT OF THE MUD

Old Timer Tells of Way One Farmer Made Money Out of Automobiles.

When "Cannon Ball" Baker, irrepressible record breaker with motor car or motorcycle, covered the route of 153 miles over Jacob's Ladder in Massachusetts, and also the Mohawk trail, he brought back memories to old-timers of the earlier days of the automobile industry.

Baker averaged thirty-seven miles an hour, going up one grade 1,400 feet elevation in four miles and around 266 turns in all. Elevation along the Mohawk trail reaches 2,251 feet.

F. Ed. Spooner, secretary of the Old-Timers' Club, and pathfinder for a majority of the earlier tours, made the route over the ladder and trail several times when the difficulties overcome were so many that the journey became famous throughout the country as a result.

Mr. Spooner tells of the days when a farmer at the foot of Jacob's ladder stopped tilling the soil for years to make money hauling motorists out of their difficulties on this stretch of four miles with its 1,000 feet rise.

"The farmer lost out when cars improved," said Mr. Spooner to a group of members of the Old-Timers' Club, at the offices of 129 Rock Building, "and he had to do something to enable him to continue the business of hauling or go back to just plain farming. So he hauled soft black dirt in and covered the bottom of the hill. His business improved and again he made money. Motor cars continued to improve and they overcame even this difficulty, and then he used saw dust, which was later used for the common term of 'Saw Dust Hill.' The authorities became wise to what the farmer was doing and he served them. When the climax of 1905 came along that route, returning from Mt. Washington to New York via Poughkeepsie, that farmer was out with his horses hidden in the bushes half way up the hill at a point where we estimated the grade at as high as 25 per cent. With Charles J. Glidden I watched the cars ascend and was photographing them. In the course of our conversation I told Mr. Glidden of the earlier days and the farmer and the man sitting beside the road arose to a height which seemed to me seven feet, and he said: 'Yes, I am that man!'

Now the grade was severe and the camera heavy, but the dash to the top might have placed me in the 100-yard run record-breaking class, had there been anyone to time me. Improvement in cars overcame the original difficulties of this route and the building of State roads did the rest. Today instead of Jacob's ladder being a road to fear, it is one of America's most scenic routes and may be climbed by any automobile in good condition. The route followed by Cannon Ball Baker with its many turns is not dangerous at all for an average driver who exercises care."

MAXWELL BEATS TRAIN FROM FRISCO TO RENO

Covers Distance Quicker Than Fastest Express Between Two Cities.

Another record has been hung up by the Maxwell on the coast, according to Alton Motor Corporation, local Maxwell-Chalmers dealers.

Following closely on the heels of the record-smashing performance of the Maxwell in the recent run between Portland and Seattle comes information of another privately owned Maxwell beating the time of the fastest train between Sacramento and Reno.

J. M. Seymore, of San Francisco, warranted Fred Rheims, assistant manager of the Sacramento Hotel, that he could beat the train to Reno with his good Maxwell.

Rheims accepted the bet and went along to see that nothing was "put over on him."

The Maxwell covered the distance of 145 1/2 miles in six hours and fifteen minutes, beating the train by two hours and thirty-two minutes.

The run was made through congested Sunday traffic and the remarkable part of the test was that in climbing the 1,200 feet of elevation, the Maxwell made no stops for gas or oil or water. Only seven gallons of gasoline were used on the trip, despite the fact that the journey was uphill.

According to the local Maxwell organization, this feat is one more instance in which the Maxwell has thoroughly sustained its country-wide reputation for power, reliability and economy.

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FARMERS IN MARKET FOR NEW AUTOMOBILES

Manufacturers Regard Agricultural Demand Sign of General Improvement.

Much encouragement is given to the belief that business in general will continue to improve because of the fact that much of the recent increase in the automobile business has come from agricultural communities. The automobile industry—now at 55 per cent of normal—is leading business in general and its experiences point the way for others.

"Up to July 1," says Mr. H. M. Jewett, president of the Paige Detroit Motor Car Co., "80 per cent of our business was in the cities. But during the past two months there has been a marked increase in the purchase of quality automobiles in the farm market."

"There always was plenty of buying power on the farm, but the farmer was not satisfied on the question of price. Naturally, having seen his products drop rapidly to low price levels he felt that the things that he bought should likewise decline. It is not surprising that the farmer was the hardest of all to satisfy on the price question."

"The second price reduction of Paige cars in June satisfied the farmer that such prices for such a product were at bed rock, as they are in consequence of Paige business in the farm market picked up amazingly. Having satisfied the most exacting of all buyers we naturally have reason to feel that the price question is settled to the satisfaction of the buying public, and that they may all their motoring needs in utmost confidence that there will be no further rapid declines in the automobile market."

The best fully authenticated record ever made by an automobile tire was recently reported to the United States Tire Company by the Kansas City branch office of J. D. Adams & Company of Indianapolis, manufacturers of road-building machinery.

"We are just abandoning a 12 1/2 Royal Cord Tire, size 34 by 4," says their letter, "after it has performed a phenomenal service of more than 66,000 miles on a Buick car, and has never had a repair."

"We bought this tire during 1915. It did two seasons' service on country roads in northeastern Missouri for one of our salesmen canvassing a territory. In September, 1919, the car was moved to Kansas City and has been used daily within the city ever since. Just now this tire is being removed and discarded. We are going to present it to you that you may examine it."

"It will further interest you to know that at the time this tire was put in use, a mate to it was put on the other rear wheel. The latter has never blown out and is now being carried for a good spare."

Examination of the record-breaking tire showed that it had worn down smoothly and evenly to the fabric carcass and that the carcass was in perfect condition.

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DEAF AND DUMB WORKMEN MAKE GREAT FACTORY RECORD

Class of Twenty-Four Graduated From Akron Plant's Flying Squadron—Ability to Concentrate Minds on Their Work Makes for High Efficiency.

Twenty-four deaf and dumb workmen were graduated this week from the flying squadron of the Goodyear Tire and Rubber Co., at Akron.

The flying squadron course covers three years' work in the factory duties, in which the men must master every operation in the plant. It also includes two hours work a week in school work, the elements of rubber chemistry, shop mathematics, business economies being featured in the course.

Of the original class of eleven "silents," as they are called, who volunteered at the outset three years ago remained through to receive his diploma as "Master Rubber Worker." The other thirteen men who completed the course, signed up in the following week.

The flying squadron is so called because its 530 members are used to balance production, being shifted from department to department to maintain an even flow of product at all times through the factory.

Do Remarkable Work. In the case of the silents the remarkable thing, according to factory executives, has been that they have been able to absorb and hold in their minds the intricate details of hundreds of operations connected with the manufacture of tires, tubes, soles and heels, belts, hose and other rubber products.

Chester Van, foreman of the flying squadron, explains it by the silent power of concentration. "They are not distracted by the noise and rush of the factory," he said. "When they are learning an operation they don't see, hear or think of anything else. And when they get an operation once they have it for keeps. It is very seldom that you have to show a silent how to do a thing a second time."

Van is a former Southern League baseball pitcher, and can hear and talk. He picked up the sign language through his friendship for a baseball player in the South, who was a mute. He personally instructed most of the silents in the factory operations.

Have Own Ball Teams. The silents have their own baseball and football teams in the Akron Industrial League, have their own clubrooms in Goodyear Hall, and have organized two silent churches and several clubs for Akron's silent colony, which is said to be the largest industrial group of mutes in the country. They are excellent workmen and earnings have averaged better than similar groups of speaking men.

"They don't waste any time talking to each other while they're on the job," says Van. "In the first place it would be conspicuous in the department, as they would have to stop work as they talked, while in the care of speaking workmen this would not be the case. So they wait till they get through work to do their talking."

Pays High Tribute. H. E. Blythe, personnel manager, paid a high tribute to the men in awarding the diplomas. "From my talks with you in the past I know what it is that has held you so faithfully and efficiently to the job. You have told me that you wanted to give a demonstration to the industrial world that men handicapped as you are, can still find a proper place in the industry of this country. You have tried to demonstrate that a man who could not talk or hear need not be restricted to a few low-wage occupations, but could master intricate and difficult operations in a big industry."

"Goodyear is convinced that you can do this. You have made good and by so doing have enlarged the possibilities of all silents in the country. I congratulate you on your achievement."

Beginning the 29TH OF AUGUST
And Lasting Four Days
The Best Bargains in Richmond
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Chevrolet Motor Co.
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New Stock
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REPAIR AND UPKEEP 68 CENTS 100 MILES

Owner of Marmon 34 Tells of Economical Operation Under Hard Usage.

If the owner of an automobile in this day and generation of high prices could use his car day after day with the assurance that every time he covered 100 miles he would have to pay for repairs and upkeep only 68 cents, the worries of this world would be appreciably lessened.

W. E. Ramming, of Wichita Falls, Tex., is the owner of a Marmon 34. Since the first of the year he has driven his Marmon car a total of 11,631 miles, an unusually high average, and most of it made through the oil fields of the Wichita Falls region. Mr. Ramming has kept a carefully itemized account of his expenditures on his Marmon 34 from the time of his purchase. The total expended for labor was \$13.50, and the total for parts was \$32.10. The labor item covers everything done on the car, including the time spent in oiling, etc. In the parts is included a cut-out, which does not rightfully come under the head of repairs.

And so for 11,631 miles of extremely hard usage, Mr. Ramming was able to go along with the comforting assurance that monthly bills would average less than a cent a mile. The only other outlay made by Mr. Ramming in his time was for gasoline and oil, and try as he could with these.

Last Call!—To Buy 6,000 Mile Guaranteed

Mason Tires

AT PRICES THAT SHOW
SAVINGS OF 50%

We urge every motor car owner to take advantage of this Tire Opportunity. In our entire experience we have never made such an attractive offer. The time for special prices, however, is limited. Act quickly—secure two, three or four of these Tires.

Compare These Prices With Any Other 6,000 Miles Guaranteed Tires

Also Included in This Sale

UNITED STATES, AJAX, FIRESTONE, PENNSYLVANIA and OTHER STANDARD BRANDS

At Greatly Reduced Prices

Mail, C. O. D. and Phone Orders Promptly Filled.

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No judicious buyer today makes his choice without comparing not only the present price of cars, but also their relative values as indicated by the position and reputation they have held for years.

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